

## CLAIMS

### What is claimed is:

1. A multimedia information and information inquiry download service comprising:  
a user uses a mobile phone to access an information inquiry service platform, in  
5 order to search for and download information;  
according to the information requested, the information inquiry service platform  
contacts an internal content provider to obtain the information requested by the  
user;  
the information inquiry service platform sends the information via a common  
10 service platform to a multimedia information service center; and  
the multimedia information service center sends the information to the mobile  
phone of the user.
2. The multimedia information and information inquiry download service of claim 1,  
whereby the information inquiry service platform is accessed via unstructured  
15 supplementary service data (USSD).
3. The multimedia information and information inquiry download service of claim 1,  
whereby the information inquiry service platform is accessed via wireless  
application protocol (WAP).
4. The multimedia information and information inquiry download service of claim 1,  
20 whereby according to the requested information, the information inquiry service  
platform obtains location information of the user via the common service platform  
and then contacts the content provider to obtain location specific information  
according to the location information of the user.
5. The multimedia information and information inquiry download service of claim 1,  
25 whereby, after sending the information to the mobile phone, the multimedia

information service center sends a reply to the information inquiry service platform and when the information inquiry service platform receives the reply, it sends a completion message to the common service platform for billing.

6. A multimedia information and information inquiry download service comprising:

5           a user accesses an information inquiry service platform with a mobile phone to search for and download information;

          the information inquiry service platform sends a request for the information to an external content provider;

          the external content provider obtains the requested information and sends the

10          information to a common service platform;

          the common service platform sends the received information a multimedia information service center; and

          the multimedia information service center sends the information to the user's mobile phone.

15       7. The multimedia information and information inquiry download service of claim 6, whereby the information inquiry service platform is accessed via unstructured supplementary service data (USSD).

          8. The multimedia information and information inquiry download service of claim 6, whereby, the information inquiry service platform is accessed via wireless

20          application protocol (WAP).

          9. The multimedia information and information inquiry download service of claim 6, whereby according to the requested information, the information inquiry service platform obtains location information of the user via the common service platform and then contacts the content provider to obtain location specific information

25          according to the location information of the user.

10. The multimedia information and information inquiry download service of claim 6,  
whereby, after sending the information to the mobile phone, the multimedia  
information service center sends a reply to the information inquiry service platform  
and when the information inquiry service platform receives the reply, it sends a  
5 completion message to the common service platform for billing.
11. A multimedia information and information inquiry download service comprising:  
a user uses a mobile phone to access an information inquiry service platform, in  
order to search for and download information;  
according to the information requested, the requested information is obtained  
10 and sent to a multimedia information service center via a common service  
platform; and  
the multimedia information service center sends the requested information to  
the user's mobile phone.
12. The multimedia information and information inquiry download service of claim 11,  
15 whereby the information inquiry service platform is accessed via unstructured  
supplementary service data (USSD).
13. The multimedia information and information inquiry download service of claim 11,  
whereby the information inquiry service platform is accessed via wireless  
application protocol (WAP).  
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14. The multimedia information and information inquiry download service of claim 11,  
whereby according to the requested information, the information inquiry service  
platform obtains location information of the user via the common service platform  
and then contacts the content provider to obtain location specific information  
25 according to the location information of the user.

15. The multimedia information and information inquiry download service of claim 11,  
whereby, according to the requested information, the information inquiry service  
platform accesses an internal content provider to obtain the information.
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16. The multimedia information and information inquiry download service of claim 15,  
whereby the internal content provider obtains the user's location via the common  
service platform and according to the location, the internal content provider obtains  
location specific information and sends the information to the common service  
platform.
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17. The multimedia information and information inquiry download service of claim 11,  
whereby, according to the requested information, the information inquiry service  
platform sends a message to an external content provider, and according to the  
message, the external content provider obtains the requested information and sends  
the information to the common service platform.
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18. The multimedia information and information inquiry download service of claim 17,  
whereby, the external content provider obtains location information about the user  
via the common service platform, and according to the location, the external  
content provider obtains the requested information and sends the information to the  
common service platform.
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19. The multimedia information and information inquiry download service of claim 11,  
whereby the multimedia information service center sends the information to the  
user's mobile phone, and then sends a reply back to the information inquiry service
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platform and after receiving the reply, the information inquiry service platform sends a message to the common service platform for billing.